



2017

## Western Pictou County Economic Profile Background Information for Land Development Proposals



Town of Pictou

PO Box 640, Pictou, NS B0K 1H0

4/13/2017



## EXECUTIVE SUMMARY

Western Pictou County is a gateway community for our province. It is home to the Caribou/Wood Island Ferry which connects Prince Edward Island to Nova Scotia. The Ferry passengers disembark onto Trans-Canada Highway (TCH) 106 which passes through Western Pictou County's service center, the Town of Pictou.

The Town services a catchment area of over 10,000 permanent residents and 475,000 annual ferry passengers. These numbers include the residents of River John, Scotsburn and Pictou. Between the residents and ferry passengers, \$300M to \$350M is expended annually.

The resident population is employed by several sizable employers including Empire Company (Sobeys, Crombie REIT), Michelin Tires Canada, Northern Pulp Nova Scotia Limited, Nova Scotia Health Authority, Nova Scotia Power Corporation, MacGregor's Industrial Group, MacKay Meters, Advocate Printing & Publishing, Northumberland Ferries Ltd, Aecon Fabco and others.

Strong regional, national and international businesses receive and ship goods and services through the Trenton Airport, Northumberland Ferries, rail service, Pictou Marine Terminal and the Trans-Canada Highway network. The combination of services available and access to transportation enables ease of connection to the rest of Canada and the world.

The location of lands abutting the Pictou roundabout provide high visibility and extensive traffic volumes. The potential customer and workforce base has above average income and educational characteristics relative to overall Nova Scotia statistics.



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## CHAPTER 1 INTRODUCTION

This document is intended to provide background data for use by prospective developers considering a response to the Town of Pictou commercial Request for Proposals for lands adjacent to the Pictou Roundabout. As shown in Figure 1.1, the commercial lands are accessed through a new roundabout located at the Town of Pictou exit from the rotary located on TCH-106. Pictou also has several lots that are suitable for commercial development located in the Browns Point area of Town. Figure 1.4 shows these development areas.

This report is based on dissemination area level statistics in:

- Demographics and income levels;
- Households counts by locations;
- Labour force and occupations;
- Traffic volumes; and
- Relationship of the subject area to existing businesses.

### 1.1 Catchment Area

The general catchment area for this economic profile is shown in Figure 1.2.

Community boundaries are defined by the Community Counts web portal of the Nova Scotia Department of Finance, and include the communities of Pictou, River John and Scotsburn.

More specifically the communities in western Pictou County include:

- **Pictou** (Bay View, Braeshore, Browns Point, Caribou, Caribou Island, Central Caribou, Haliburton, Pictou, Pictou Island, Scotch Hill, Three Brooks, Waterside, West River of Pictou)
- **River John** (Bigney, Black River, Brook Road, Cape John, Caribou River, College Grant, Dalhousie, Diamond, Dufferin, East Branch, Elmfield, Fitzpatrick, Hedgeville, Hodson, Loganville, Louisville, MacKays Corner, Marshville, Meadowville, Melville, Mountain Road, Plainfield, Poplar Hill, River John, Rogers, Seafoam, Sundridge, Toney Mills, Toney River, Welsford, West Branch, Westerly)

- **Scotsburn** (Alma, Campbell Hill, Central West River, Durham, Fitzpatrick's Mountain, Four Mile Brook, Granton, Greenhill, Hardwood Hill, Heathbell, Loch Broom, Lyons Brook, Millsville, Rockfield, Rogers Hill, Rogers Hill Cross Roads, Scotsburn, Sylvester)

The information presented in this profile was drawn from three main sources: the 2011 Census; the 2011 National Household Survey (NHS); and the Community Counts web portal of the Nova Scotia Department of Finance. Figure 1.4 shows population counts within concentric circles from Pictou.

Figure 1.3 shows the community counts for the areas noted above overlaid on the 2011 Statistics Canada map of Census Subdivision A and the Pictou Census Subdivision.



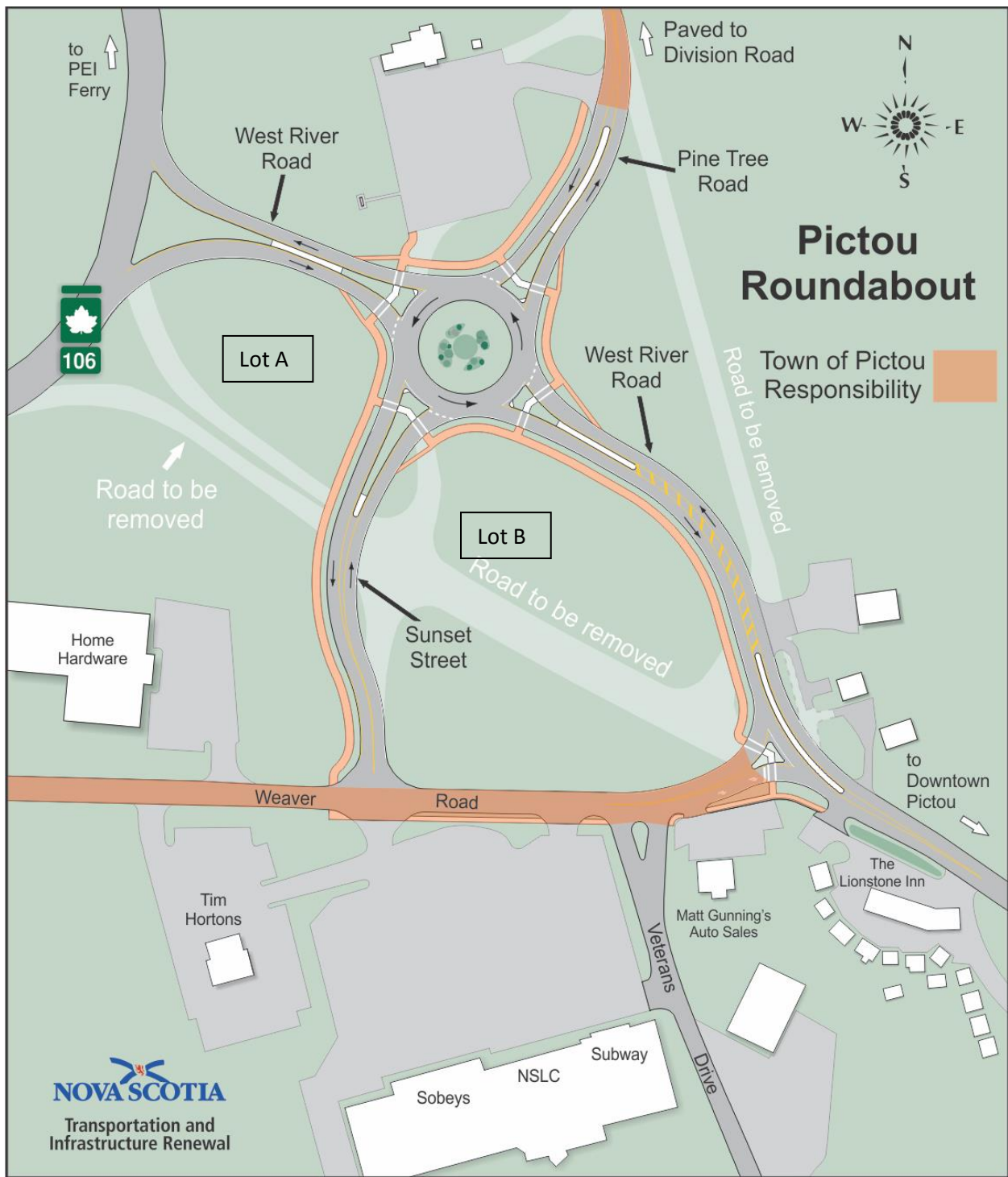


Figure 1.1 - New Roundabout and Commercial Area

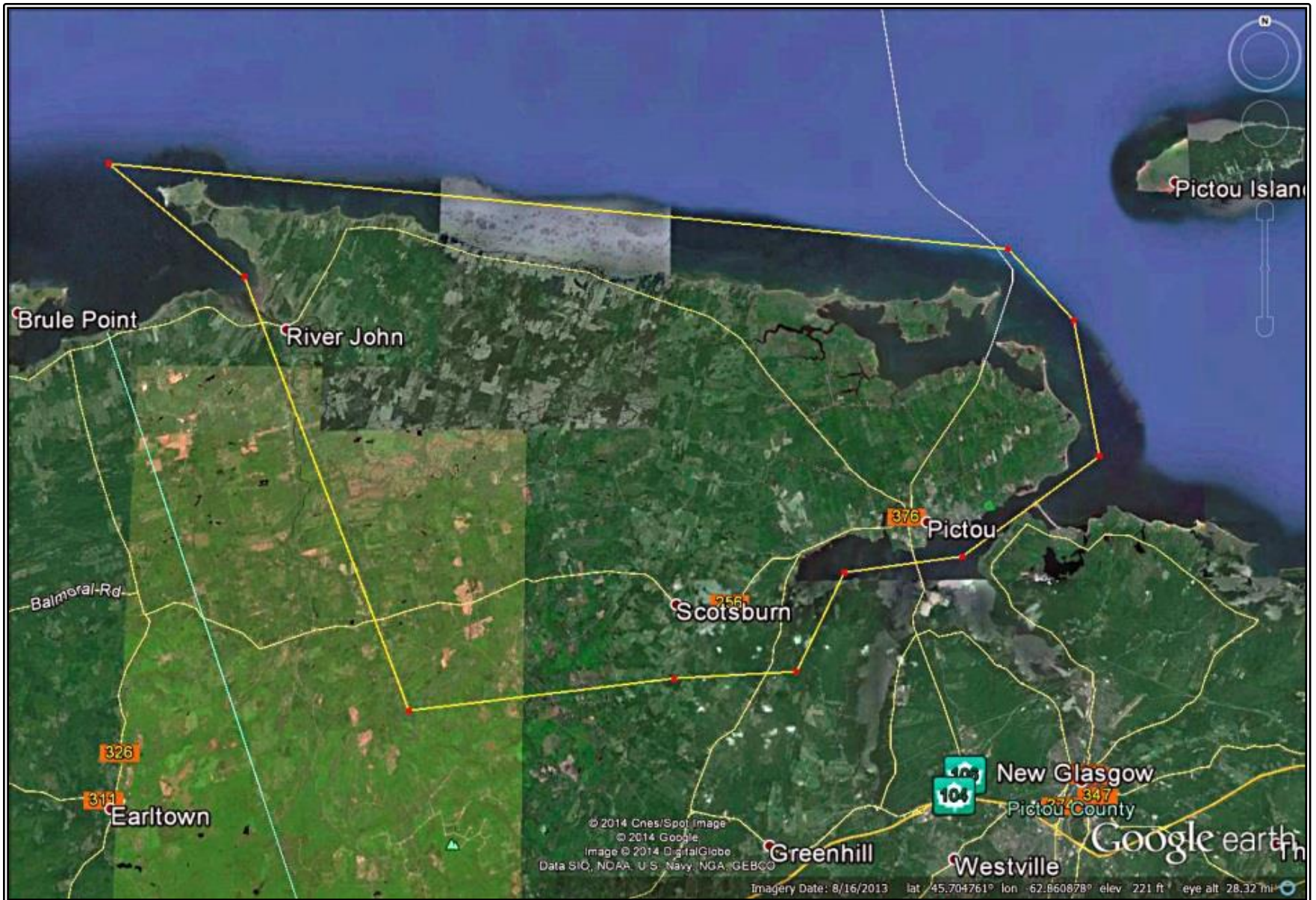


Figure 1.2 - General Catchment Area



# Geographies for the Profile

Economic Profile for the Western Portion of Pictou County

# West River Road Roundabout and Intersection Design

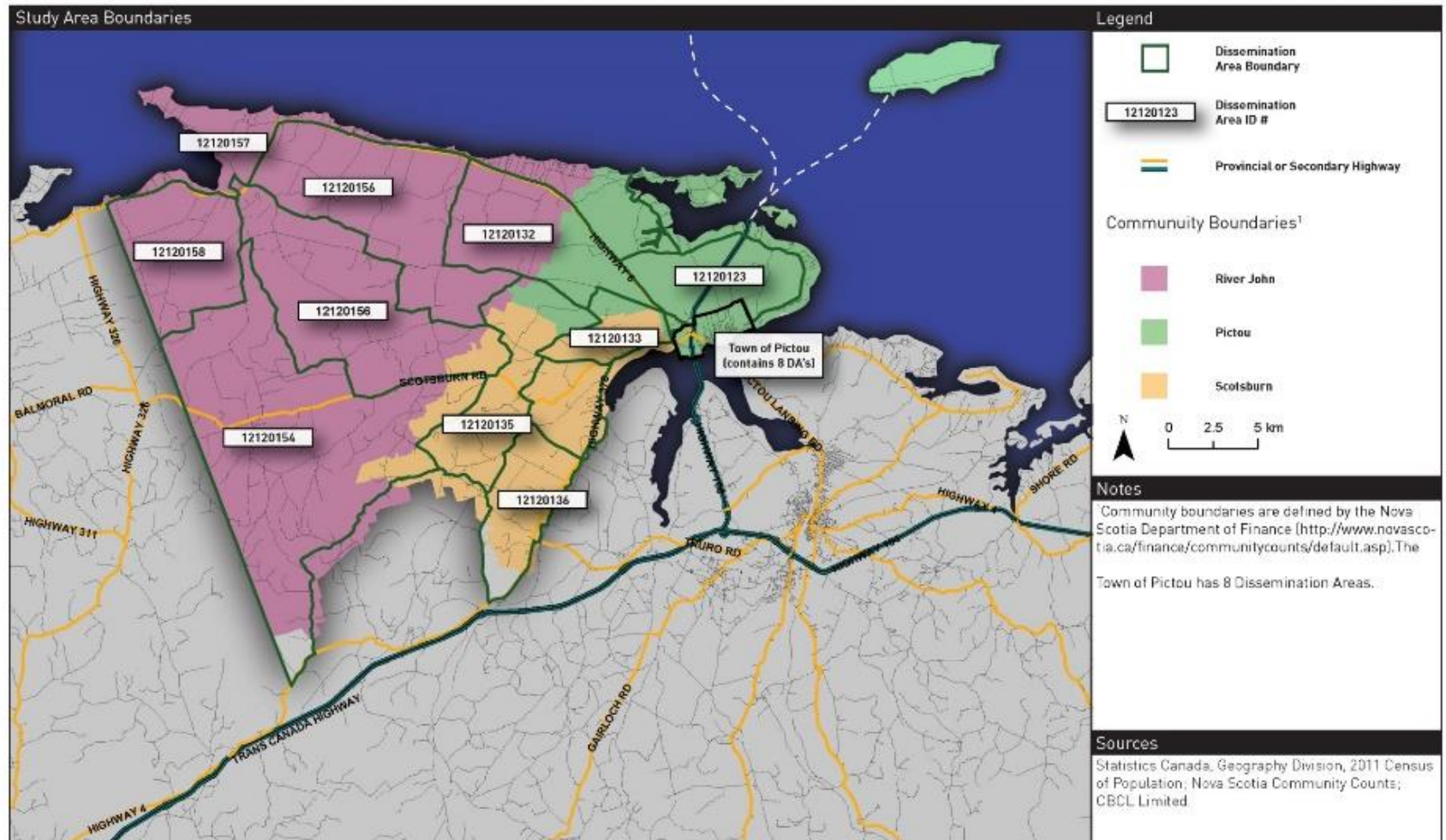


Figure 1.3 - Geographies for the Profile

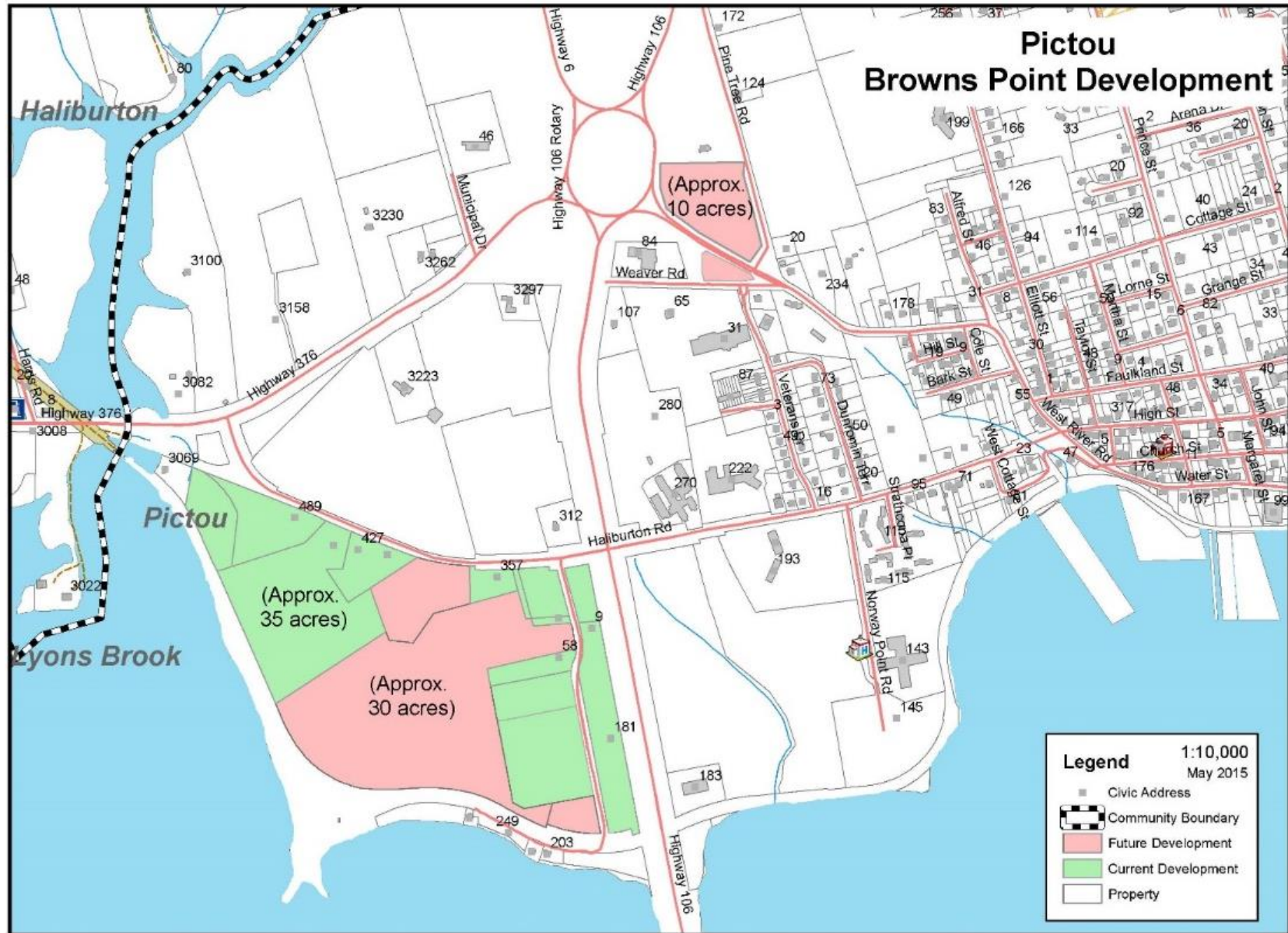


Figure 1.4 – Roundabout and Browns Point areas of Pictou

## CHAPTER 2 PHASED IN COMMERCIAL ASSESSMENT

The Town is actively considering the enactment of a Commercial Assessment Phase-In By-Law enabled under the *Municipal Government Act*. The legislation allows for phase in of incremental commercial assessment over a predetermined amount and within a prescribed geographic area of a municipality. It is anticipated that a review and possible enactment will be complete by the fall of 2017.

## CHAPTER 3    **ACTIVITIES IN THE IMMEDIATE AREA**

Generally, the Town of Pictou currently retains an impressive range of activities within the manufacturing, retail, service, and public sectors including:

### Manufacturing:

- Aecon Fabco (Ship Yard/Marine Division)
- Advocate Printing
- Cottage Mechanical
- Northshore Ballast
- Partners Construction
- Grohmann Knives

### Retail/Service:

- In excess of 100 businesses and services in downtown Pictou
- Pictou Marine Terminals and Straitline Stevedoring
- Two private marinas and boat storage

### Accommodations:

- An array of motels, inns and bed & breakfast establishments

### Public:

- Nova Scotia Health Authority (medical centre, restorative care, veterans unit, ambulance services, various outpatient and community programs and services, including a separate addiction services facility)
- Pictou County Justice Centre (Supreme, Provincial, Family, Small Claims, and Probate Courts)
- Primary to grade 12 education facilities
- Oddfellows Home for Special
- Shiretown Nursing Home
- County and Town level municipal offices
- deCoste Entertainment Centre - Performing Arts Centre
- Hector Arena
- Pictou Fisheries Training Pool

- Public marina, wharf and slipway

Specific to the roundabout area, the following private and public sector holdings are owned or operated by:

- Sobeys, Tim Hortons, Subway, Emergency Health Services, Home Hardware, the Nova Scotia Liquor Corporation, Pictou Fishing Supplies, Lionstone Inn, Dolans Inns and Suites and a Tourist Visitor Information Centre.

## CHAPTER 4 **RELATIONSHIP TO EXISTING BUSINESSES**

### **4.1 Overview**

Pictou County was rated the most cost competitive community in Canada in which to do business by the KPMG Competitive Alternatives Study 2006. There are established business organizations such as the Pictou Business and Marketing Society (PBMS) and the Pictou County Chamber of Commerce (PCCC). PBMS is comprised of downtown merchants and organizations. The organization helps promote the Town of Pictou and facilitates development in the downtown area while the PCCC is a network of Pictou County businesses and professionals from a variety of sectors. PCCC advocates on behalf of the local business community.



## 4.2 Regional Businesses

The Town of Pictou retain two large industries, Aecon Fabco and Advocate Printing and Publishing, both of whom play a significant economic role within the Region, Province and Atlantic Canada.

Aecon Atlantic operates within the Aecon Industrial Division. Its Pictou location retains the largest pipe and modular fabrication facilities in Eastern Canada.

The Pictou Pipe and Module Fabrication Yard provides modern, comprehensive facilities for pipe and plate preparation as well as climate controlled spool manufacture and module erection. The facility is on the Northumberland Strait, which facilitates convenient barge transportation of large modules and fabrications to Canadian, US and European markets.

The Pictou location also features a marine facility providing top-to-bottom ship refurbishment and repair. Featuring a new 4,000-ton capacity marine railway, the facility can accommodate “length over keel block” of 305’. The Pictou Marine Railway is unique from other yards in that it retains side yard transfer capability. This capability allows vessels to be moved off the railway to shore and back to water in a different sequence. The yard works on multiple vessels at one time, and because of the side yard capability, emergency dockings can be handled efficiently. Services also include both 300’ and 600’ wharves.<sup>1</sup>

The Aecon Pictou facilities are strategically positioned to take advantage of marine commercial and naval programs. In October of 2014 Chantier Davie Canada Inc., Canada’s largest and highest-capacity shipyard and industrial fabricator, announced a cooperative agreement with Aecon whereby the companies have agreed to... “combine fabrication capacities to increase speed and cost of delivery for major marine commercial and naval programs; use a modern



Figure 1 - Aecon Fabco

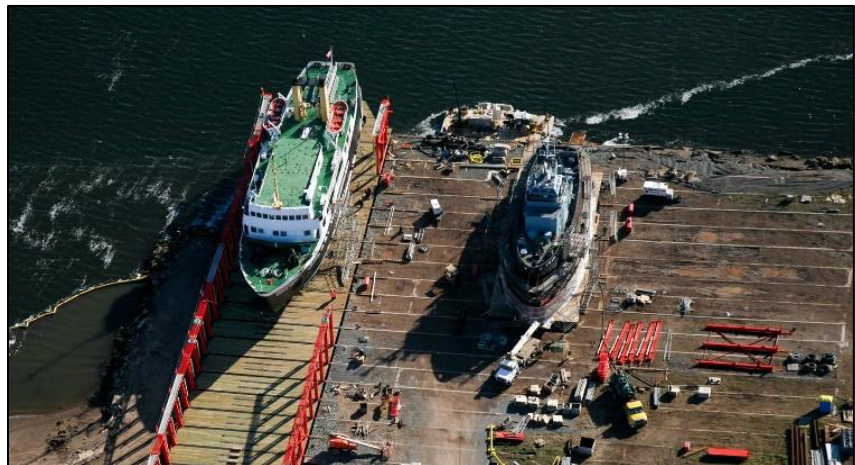


Figure 2 - Aecon Atlantic (Drydock)

<sup>1</sup> <http://aeconatlantic.com/>

production/assembly approach by producing and assembling ship sections at multiple sites; provide greater geographical reach and flexibility for joint programs; skills and knowledge sharing on joint programs”.<sup>2</sup>

Advocate Printing & Publishing, the largest independent printer in Atlantic Canada, was founded in 1891. Headquartered in Pictou, Nova Scotia, Advocate services the Atlantic Provinces, the eastern seaboard and across Canada. The company includes five newspapers and 24 community and trade



Figure 3 - Pictou Advocate (Outside)

magazines, a flyer distribution company, a commercial photography studio and a creative design studio. The printing business includes production of national flyers, magazines, print collateral such as brochures and business cards, and promotional materials such as in-ice signage and banners.

Technology was a primary factor in the company's growth during the nineties as Advocate developed one of the most advanced prepress departments in Eastern Canada. A commercial photography studio and a design studio were added to further meet the distinctive needs of the print industry customers. As the new creative divisions grew with new media, the Advocate Communications Group was formed.

In 2006 the company introduced Atlantic Canada's biggest wide-format printing. Advocate continues to expand by printing everything from national flyers and magazines to banners, brochures, hockey pucks and business cards.<sup>3</sup>



Figure 4 - Pictou Advocate (Inside)

<sup>2</sup> <http://www.davie.ca/news/davie-aecon-announce-cooperation-agreement/>

<sup>3</sup> <http://www.advocateprinting.com/>

Pictou County is host to myriad of major employers including:

**Empire Company Limited:**

- Headquartered in Stellarton, Nova Scotia, incorporated in 1963, and first publicly traded in 1982.
- Key businesses are food retailing and related real estate, through wholly-owned subsidiary Sobeys Inc., and a 41.5% equity accounted interest in Crombie REIT. With \$24.6 billion in annualized sales and \$9.1 billion in assets, Empire and its subsidiaries, franchisees and affiliates employ approximately 125,000 people.
- Empire's food retailing segment has national presence with approximately 1500 retail stores in operation as well as more than 350 retail fuel locations, which span across all 10 provinces.
- Empire's real estate operations are focused on the development of properties across Canada. Empire has gained presence in Western Canada through an ownership in Genstar, a residential land development business and through the acquisition of supermarket chain, Safeway.



**Michelin Tires Canada:**

- The Michelin Pictou County site is home to a high-performance car tire production shop, tire membrane production and a large rubber mixing operation, as well as the company's Canadian corporate offices.
- *Michelin Development* provides low-interest loans and access to their business expertise to create quality, sustainable jobs and promote economic growth.
- Michelin employs over 3000 workers in its three Nova Scotia facilities.
- Started construction of Granton and Bridgewater plants (1st in North America) in 1969 and built first tire in 1971.



**Northern Pulp Nova Scotia Ltd:**

- The Northern Pulp Nova Scotia Ltd operation at Abercrombie Point, Pictou County, Nova Scotia has operated since 1967 and remains competitive in a global market.
- With 50 trucks leaving the mill daily, Northern Pulp is the largest shipper out of the Halifax Port Authority.
- Operating approximately 353 days per year, Northern Pulp manufactures 280,000 tonnes of pulp, primarily for export, every year.



- Employs over 330 people directly as well as thousands of additional spin-off jobs in the community.
- Together with their supply companies, Northern Pulp produces a total annual value output of \$535 million.



Figure 5 - Northern Pulp

### 4.3 Important Sectors of the Economy

The Town serves as a tourism destination community for the region and retains an impressive number of museums and attractions including: the deCoste Entertainment Centre; Hector Heritage Quay; Northumberland Fisheries Museum; McCulloch House Museum & Genealogy Centre; two-private and one public marina; tours at Grohmann Knives and proximity to warm sand beaches. The sector is supported through the work of Destination Eastern & Northumberland Shore (DEANS).

In addition to the manufacturing and service sectors, both the forestry and inshore fishing and



processing industries play an important role in the regional economy. For example North Nova Seafoods, located in Caribou, buys and processes shellfish and pelagics throughout the year providing valuable processing employment and purchases from the inshore fleet.

The region retains a number of individuals and companies who participate in logging and the harvest of forestry products for the supply and operation of sawmills and the pulp and paper industry.

Figure 6 - North Nova Seafoods

## CHAPTER 5 TRAFFIC VOLUMES

### 5.1 Regional Traffic Volumes

Pictou/Caribou is a gateway area to the Province of Nova Scotia incurring higher seasonal traffic counts related to the interprovincial ferry service.<sup>4</sup> The Average Daily (two-way) Traffic (ADT) for the reporting highways for the fall/winter and summer/spring in the same year showed ranges between 19,600 and 21,900.<sup>5</sup>

An interpretation of graphs presented by Hawkins and Robichauld shows the annual volumes of passenger related vehicles fluctuates from year to year but from 2004 to 2009 is in the range of 135,000 to 150,000 with 2009 at 140,000. The annual volumes of commercial related vehicles from 2004 to 2009 are in the range of 15,000 to 17,500 with 2009 at 15,000.

According to Hawkins and Robichauld, the economic benefit of the ferry service exceeds its annual subsidies and the largest benefit is the incremental impact on the tourism industry. The estimated annualized economic benefit of the Wood Island/Caribou ferry service is \$25 million.

### 5.2 Pictou Rotary Traffic

Table 5.1 gives the average annual daily traffic (AADT) for the five legs of the Pictou Rotary adjacent to the location of the new roundabout and commercial development. The traffic counts for the West River Road leg (TCH exit 3A) are shown in the following table.

**Table 5.1 – Average Traffic on Pictou Rotary**

Average Traffic Pictou Rotary					
	NW Leg Hwy 6	North Leg Hwy 106	SW Leg Rte 376	South Leg Hwy 106	SE Leg WR Rd*
AADT 2007	2380	1130	3560	6600	9500
AADT 2013	2320	1140	3990	6880	12300
% Change	-3%	1%	12%	4%	29.50%

<sup>4</sup> "Traffic Volumes, Primary Highway System, 2004-2013", Nova Scotia Department of Transportation and Infrastructure Renewal, Traffic Services, March 2014.

<sup>5</sup> Highway 106, Exit 1A (Mt. William Rd Inters/C) to Exit 2 (Begg Brook Inter/C); Highway 106, Exit 2 (Begg Brook Inter/C) to Exit 3 (Pictou Rotary Entrance); Highway 376, Rte 256 (Scotsburn Rd) to Pictou Rotary.

## CHAPTER 6 COUNTY AMENITIES

### 6.1 Access

Pictou County boasts several important access routes including:

- Pictou Marine Terminals and Straitline Stevedoring - active commercial port linking Nova Scotia to the world via the Gulf of St. Lawrence.
  - Fully ISPS compliant, PMT offers 550 m of berth length, 850 sq. m of warehouse space and 6000 sq. m of secure marshalling area, and a flexible skilled workforce.
- Trenton Airport Limited (CYTN)
  - Commercial Airport open to public transportation with runways maintained year round.
  - Landing accommodations for large business jets (ex. Gulf Stream G550), as well as Life Flights.
  - Runway is 5300ft long and 150ft wide
- TCH-104 linking region to New Brunswick, Cape Breton and Newfoundland via Marine Atlantic ferry services.

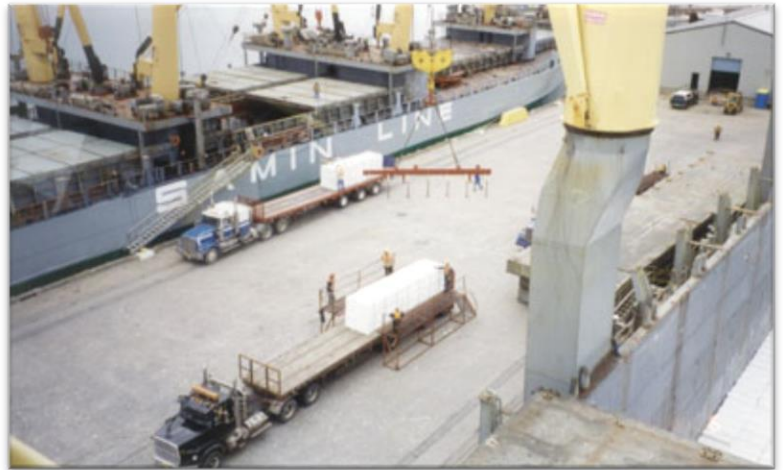


Figure 7 - Pictou Marine Terminals and Straitline Stevedoring (Pier C)



Figure 8 - Trenton Airport

- Approximately 120 km to proposed Melford Terminal on Strait of Canso. Pictou County is ½ way point between Halifax and this marine-rail container terminal.
- Highway 102 linking region to Halifax and major container terminals including Halterm and CN Intermodal.
- Cape Breton and Central Nova Railway, Genesee and Wyoming Inc.
- 1 hour from Stanfield International Airport which has spacious cargo facilities offering world class shipping and receiving opportunities.
- Ferry / transport services to Prince Edward Island.



Figure 9 – Caribou/Wood Island Ferry

Additionally, non-stop flight time between Logan International Airport (Boston) and Halifax Stanfield International Airport is 50 minutes. The CAT ferry has a crossing time of 5.5 hours between Portland, Maine and Yarmouth, NS.

## 6.2 Facilities, Institutions and Attractions

Pictou County offers several attractions as well:

- Pictou Yacht Club
- Pictou Fisheries Training Pool
- Hector Arena
- Six Provincial Parks including Caribou / Munroe’s Island, Waterside Beach
- Pictou Antigonish Regional Library
- Aberdeen Regional Hospital
- Pictou County Wellness Centre
- Pictou County YMCA
- William H. Sobey Memorial Indoor Sports Complex (Soccer / turf)
- Pioneer Coal Athletic Facility (track)
- deCoste Entertainment Centre
- Trails
- Golf Courses
- Curling Clubs
- Bike Lanes
- Major financial institutions
- Vibrant downtown cores
- All major car dealerships
- Wide selection of restaurants- fine dining, ethnic, quick service, cafes, pubs, etc.



Figure 10 - deCoste Entertainment Centre



Figure 11 - Pictou Marina



- Chignecto Regional School Board- providing education for 20,000 students in grades primary to 12 - services four families of schools - ours is Celtic - it is made up of 20 schools
- Nova Scotia Community College - 600 full time students - 20 full time programs.
- St. Francis Xavier University-Antigonish - enrollment of 5,000; one of Canada's top undergraduate universities; 40 minute drive from Pictou County.



Figure 12 - Hector Arena

### 6.3 Events

- Home of many provincial and national sporting, arts and music events
- New Glasgow Music Jubilee
- Johnny Miles Running Event Weekend
- Festival of the Tartans
- Race on the River Dragon Boat Festival
- Pictou Lobster Carnival
- River John Days
- Farmers Market



Figure 13 - Pictou County Wellness Centre



Figure 14 - Pictou Pool



## CHAPTER 7 HOUSEHOLDS

### 7.1 Households by Size and Type

Table 7.1 summarizes the change in household numbers, size and type from 1991 to 2011 in western Pictou County.

Table 7.1 – Households by Size and Type, western Pictou County

Households by Size and Type, Western Pictou County						
	1991	1996	2001	2006	2011	% Change 1991 - 2011
<b>Total Private Households</b>	<b>4,374</b>	<b>4,314</b>	<b>4,466</b>	<b>4,614</b>	<b>4,606</b>	<b>5.3%</b>
<b>Persons in Households</b>	<b>11,792</b>	<b>11,493</b>	<b>11,084</b>	<b>11,088</b>	<b>10,752</b>	<b>-8.8%</b>
<b>Persons per Household</b>	<b>2.70</b>	<b>2.66</b>	<b>2.48</b>	<b>2.40</b>	<b>2.33</b>	<b>-13.4%</b>
<b>Private Households - By Size</b>						
1 Person	886	987	1,074	1,159	1,188	34.0%
2 Persons	1,290	1,329	1,619	1,787	1,925	49.2%
3 Persons	754	758	758	761	740	-1.9%
4-5 Persons	1,305	1,102	941	845	683	-47.7%
6 or more Persons	138	138	74	61	71	-48.5%
<b>Private Households - By Household Type</b>						
One-Family Households	3,283	3,160	3,290	3,304	3,256	-0.8%
Multiple-Family Households	27	19	30	40	51	85.5%
Non-Family Households	1,064	1,134	1,146	1,270	1,299	22.1%
One-Family Households	75.1%	73.3%	73.7%	71.6%	70.7%	
Multiple-Family Households	0.6%	0.4%	0.7%	0.9%	1.1%	
Non-Family Households	24.3%	26.3%	25.7%	27.5%	28.2%	

The average household size is about 2.33. Among the communities, the average sizes are 2.25 in Pictou, 2.30 in River John and 2.50 in Scotsburn.

Detailed results for each of the three communities, Pictou, River John and Scotsburn can be found in Appendix B.

## 7.2 Dwelling (Numbers, Age, Condition)

Table 7.2 shows the total number of dwelling units in western Pictou County.

**Table 7.2 – Number of Dwellings and Condition**

Dwellings and Condition								
	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %
Total number of dwellings	2,732		1,634		1,421		5,786	
Total number of occupied dwellings	2,216	81.1%	1,036	63.4%	1,354	95.3%	4,606	79.6%
Only regular maintenance or minor repairs needed	1,911	86.2%	1,013	97.8%	1,243	91.8%	4,167	90.5%
Major repairs needed	305	13.8%	23	2.2%	111	8.2%	439	9.5%
By Period of Construction								
1960 or before	1,002	45.2%	276	26.7%	356	26.3%	1,634	35.5%
1961 to 1980	608	27.5%	350	33.8%	466	34.5%	1,425	30.9%
1981 to 1990	305	13.8%	255	24.6%	239	17.7%	800	17.4%
1991 to 2000	257	11.6%	62	6.0%	188	13.9%	508	11.0%
2001 to 2005	24	1.1%	25	2.5%	25	1.8%	75	1.6%
2006 to 2011	18	0.8%	67	6.5%	79	5.8%	165	3.6%

About half of the housing in western Pictou County was built after 1970.

Relative to the rest of Nova Scotia the housing stock is in better condition with about 9.5% requiring major repairs versus 9.9% in the rest of Nova Scotia.

### 7.3 Dwelling Types (Occupied)

Table 7.3 shows the number of occupied dwelling units by structural type.

Table 7.3 – Occupied Private Dwellings by Structural Type, 2011

Occupied Private Dwellings by Structural Type, 2011				
	Community of Pictou	Community of River John	Community of Scotsburn	Western Pictou County
Total Occupied Dwellings	2,216	1,036	1,354	4,606
Single-detached house	1,731	939	1,185	3,854
Apartment, building that has five or more storeys	-	-	-	-
Movable dwelling	51	65	138	255
Other dwelling	434	32	31	497
Semi-detached house	76	0	0	76
Row house	110	9	23	142
Apartment, duplex	11	4	0	14
Apartment, building that has fewer than five storeys	232	15	8	255
Other single-attached house	5	5	0	10

### 7.4 Dwelling Size

Table 7.4 shows the range of occupied dwelling sizes in western Pictou County and the average number of rooms per dwelling. The majority (about 34%) of dwellings has eight or more rooms. The same plurality exists in the three communities, ranging from high of 47% in the community of Scotsburn to a low of about 27% in the Community of Pictou.

Table 7.4 – Number of Rooms on Occupied Dwellings

Number of Rooms in Occupied Dwellings								
	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %
1 to 4 rooms	515		114		89		718	
5 rooms	433	19.5%	248	23.9%	122	9.0%	802	17.4%
6 rooms	422	19.0%	242	23.3%	259	19.1%	922	20.0%
7 rooms	242	10.9%	106	10.2%	244	18.0%	592	12.9%
8 or more rooms	604	27.3%	326	31.5%	641	47.3%	1,571	34.1%
Average number of rooms per dwelling	6.0	0.0%	7.0	0.0%	7.0	0.0%	6.5	0.0%

### 7.5 Type of Occupancy

Table 7.5 provides an overview of the occupancy types in western Pictou County. Ownership is high and condominium type dwellings exist in very limited number.

Table 7.5 – Occupied Dwellings by Type of Occupancy

Occupied Dwellings By Type of Occupancy								
Type of Occupancy	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %	2011 - #	2011 - %
Owner	1,544		1,036		1,309		3,888	
Renter	672	30.3%	-	0.0%	45	3.4%	718	15.6%
Band housing	-	0.0%	-	0.0%	-	0.0%	-	0.0%
By Condominium Status								
Part of a condominium development	70	3.1%	-	0.0%	6	0.4%	76	1.6%
Not part of a condominium development	2,146	96.9%	1,036	100.0%	1,348	99.6%	4,530	98.4%

Ownership, at 84.4% is substantially higher than in the rest of Nova Scotia (70.6%). Conversely the rate of condominium style living is only about half that of the rest of Nova Scotia (3.1%).

## 7.6 Dwelling Value & Rental Costs

Table 7.6 shows 2011 owner reported value of dwellings and renter reported monthly rental cost.

Table 7.6 – Dwelling Value and Rent Cost

Dwelling Value & Rent Cost								
	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	2011\$	% Hld Income*	2011\$	% Hld Income*	2011\$	% Hld Income*	2011\$	% Hld Income*
Median value of dwellings	120,984	288.6%	131,156	258.3%	133,309	239.9%	127,732	267.7%
Average value of dwellings	139,671	278.8%	145,269	279.5%	146,714	239.1%	143,473	267.3%
Median annual shelter costs for rented dwellings	5,712	13.6%	-	0.0%	1,488	2.7%	5,453	11.4%

\* Dwellings: Median Value/Median After Tax Hld Inc., Ave Value/After Tax Ave Hld Inc.; Annual Ave Rented Dwelling Cost/After Tax Ave Hld Inc.

The median owned dwelling value is about 2.7 times the median household income. The highest multiple is in the community of Pictou at 2.9 and the lowest is in the community of Scotsburn at 2.4. The average value of dwellings is higher than the median, which indicates that dwelling values are skewed to the higher end. The greatest skew to higher values, measured as the ratio of average value to median value, is in the community of Pictou (1.15) and the lowest is in the community of Scotsburn (1.10).

## CHAPTER 8 DEMOGRAPHICS

### 8.1 Population

The population of western Pictou County (not including seasonal residence) was 10,752 in 2011 with the highest population density in the Town of Pictou.

**Table 8.1 – Population, Western Pictou County**

	2011	% OF TOTAL
<b>TOTAL REPORTING</b>	<b>10,752</b>	
<b>BY 5-YEAR AGE GROUPS</b>		
<b>0-4 YRS</b>	456	4.2%
<b>5-9 YRS</b>	501	4.7%
<b>10-14 YRS</b>	541	5.0%
<b>15-19 YRS</b>	594	5.5%
<b>20-24 YRS</b>	499	4.6%
<b>25-29 YRS</b>	366	3.4%
<b>30-34 YRS</b>	538	5.0%
<b>35-39 YRS</b>	614	5.7%
<b>40-44 YRS</b>	687	6.4%
<b>45-49 YRS</b>	869	8.1%
<b>50-54 YRS</b>	963	9.0%
<b>55-59 YRS</b>	940	8.7%
<b>60-64 YRS</b>	1011	9.4%
<b>65-69 YRS</b>	730	6.8%
<b>70-74 YRS</b>	507	4.7%
<b>75-79 YRS</b>	345	3.2%
<b>80-84 YRS</b>	276	2.6%
<b>85+ YRS</b>	268	2.5%

## 8.2 Mobility

Table 8.2 shows that over **88% of the people living in western Pictou County in 2011 also lived there in 2006.**

Migrants from the rest of Canada made up about 10% of the population and migrants from outside Canada comprises 0.5% of the population.

**Table 8.2 – Population Mobility (2006-2011)**

Mobility (2006-2011)								
	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	Total	Total - %	Total	Total - %	Total	Total - %	Total	Total - %
<b>Total by mobility status</b>	<b>4,576</b>		<b>2,282</b>		<b>3,247</b>		<b>10,105</b>	
Non-movers	3,055	66.8%	1,657	72.6%	2,672	82.3%	7,383	73.1%
Movers	1,521	33.2%	625	27.4%	575	17.7%	2,722	26.9%
Non-migrants	1,014	22.1%	228	10.0%	302	9.3%	1,544	15.3%
Migrants	508	11.1%	397	17.4%	273	8.4%	1,178	11.7%
Internal migrants	503	11.0%	306	13.4%	269	8.3%	1,078	10.7%
Intraprovincial migrants	354	7.7%	222	9.7%	199	6.1%	775	7.7%
Interprovincial migrants	148	3.2%	85	3.7%	70	2.2%	303	3.0%
External migrants	4	0.1%	49	2.1%	-	0.0%	53	0.5%

## CHAPTER 9 LABOUR FORCE ACTIVITY

### 9.1 Overview

Table 9.1 provides an overview of the labour force's activity in western Pictou County. In summary:

- The participation rate, at about 60%, was three points lower than that of the rest of Nova Scotia (about 63%);
- The employment rate, at about 53%, was about four points lower than the rest of Nova Scotia (about 57%); and
- The unemployment rate, at about 10.4%, was (due to a lower participation rate) just slightly above that of the rest of Nova Scotia (10.0%).

**Table 9.1 – Labour Force by Labour Force Activity (NHS 2011)**

Labour Force by Labour Force Activity (NHS 2011)				
	Community of Pictou	Community of River John	Community of Scotsburn	Western Pictou County
<b>Total Reporting</b>	<b>4,121</b>	<b>2,049</b>	<b>2,860</b>	<b>9,030</b>
In the labour force	2,370	1,185	1,838	5,393
Employed	2,075	1,054	1,701	4,830
Unemployed	295	131	137	563
Not in the labour force	1,751	864	1,022	3,637
Participation rate	57.5%	57.8%	64.3%	59.7%
Employment rate	50.4%	51.5%	59.5%	53.5%
Unemployment rate	12.4%	11.0%	7.5%	10.4%

### 9.2 Journey to Work

#### 9.2.1 Place of Work for Residents of Western Pictou County

Data from the 2011 NHS describing place of work / place of residence flows for residents and people working in western Pictou County are not available. However, the long form 2006 Census does provide the information and it remains indicative of the nature of worker movement.

This data indicates that of the employed residents:

- 51% have jobs in western Pictou County;
- 45% travel eastward outside the area;
- 5% travel westward to jobs; and
- 9% of those travelling out of the area for work travel to jobs outside of Pictou County.

### *9.2.2 Sources of Labour for Western Pictou County*

This data indicates that of the jobs:

- about 75% are held by residents;
- about 24% are held by persons travelling from the east; and
- 1% is held by persons travelling from the west.

Only about 1% of people come from outside Pictou County.



## CHAPTER 10 INCOME AND EXPENDITURES

### 10.1 Household Income

Table 10.1 shows the average and median household incomes for the communities and western Pictou County overall.

Table 10.1 – Median/Average Income of Households 2011 NHS

Median/Average Income of Households 2011 NHS				
	Community:			Western Pictou County
	Pictou	River John	Scotsburn	
Before Tax				
Average income	\$ 58,296	\$ 60,410	\$ 72,921	\$ 62,884
Median income	\$ 47,615	\$ 57,275	\$ 64,630	\$ 54,530
After Tax				
Average income	\$ 50,095	\$ 51,973	\$ 61,354	\$ 53,682
Median income	\$ 41,924	\$ 50,768	\$ 55,569	\$ 47,709

Table 10.2 provides an overview of the household income distribution in western Pictou County.

Income Distribution of Households, 2011 NHS												
	Community of Pictou			Community of River John			Community of Scotsburn			Western Pictou County		
	#	%	Cumulative	#	%	Cumulative	#	%	Cumulative	#	%	Cumulative
<b>Total Reporting</b>	2,221			1,041			1,353			4,615		
Under \$5,000	-	0.0%	0.0%	-	0.0%	0.0%	-	0.0%	0.0%	-	0.0%	0.0%
\$5,000 to \$9,999	22	1.0%	1.0%	-	0.0%	0.0%	-	0.0%	0.0%	22	0.5%	0.5%
\$10,000 to \$14,999	38	1.7%	2.7%	-	0.0%	0.0%	-	0.0%	0.0%	38	0.8%	1.3%
\$15,000 to \$19,999	212	9.6%	12.3%	-	0.0%	0.0%	25	1.8%	1.8%	237	5.1%	6.4%
\$20,000 to \$29,999	395	17.8%	30.1%	158	15.1%	15.1%	93	6.9%	8.7%	646	14.0%	20.4%
\$30,000 to \$39,999	321	14.5%	44.5%	84	8.0%	23.2%	133	9.8%	18.5%	538	11.7%	32.1%
\$40,000 to \$49,999	253	11.4%	55.9%	189	18.1%	41.3%	191	14.1%	32.6%	632	13.7%	45.8%
\$50,000 to \$59,999	112	5.1%	61.0%	64	6.2%	47.5%	146	10.8%	43.4%	322	7.0%	52.8%
\$60,000 to \$79,999	354	15.9%	76.9%	348	33.5%	80.9%	302	22.3%	65.8%	1,004	21.8%	74.5%
\$80,000 to \$99,999	233	10.5%	87.4%	171	16.4%	97.4%	168	12.4%	78.2%	572	12.4%	86.9%
\$100,000 to \$124,999	144	6.5%	93.9%	27	2.6%	100.0%	148	10.9%	89.1%	319	6.9%	93.8%
\$125,000 to \$149,999	60	2.7%	96.6%	-	0.0%	100.0%	103	7.6%	96.7%	163	3.5%	97.4%
\$150,000 and over	76	3.4%	100.0%	-	0.0%	100.0%	45	3.3%	100.0%	121	2.6%	100.0%

Table 5.2 – Income Distribution of Households, 2011 NHS

Figure 10.1 shows the distribution of household income levels among households in western Pictou County, the three Communities and in the Rest of Nova Scotia.

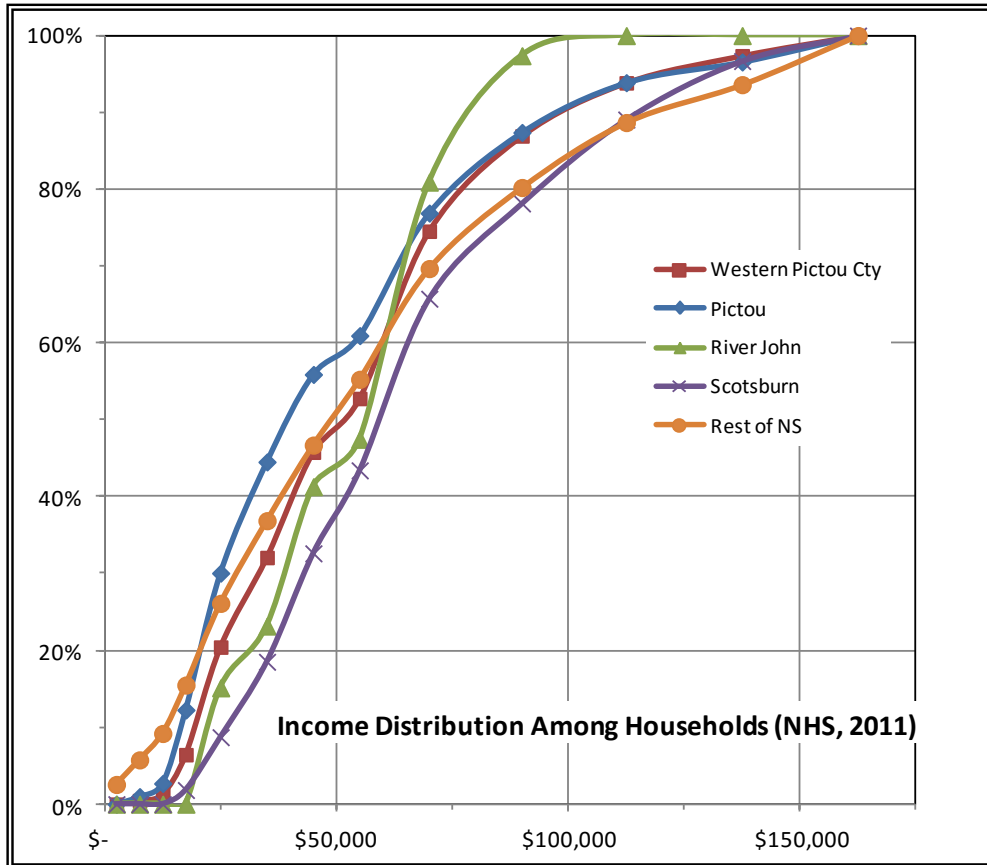


Figure 10.1 – Income Distribution Among Households (NHS, 2011)

### 10.2 Incidence of Low Income

Table 10.2 shows that in 2006, about 8.0% of families and 65% of unattached individuals were defined as low income, representing 11.5% of the population of western Pictou County (vs. 13.9% in the rest of NS). According to the 2011 NHS the incidence of low income among the population rose to about 13.9% (vs. 17.5% in the rest of NS).

Table 10.2 Incidence of Low Income

	Incidence of Low Income															
	Community of Pictou				Community of River John				Community of Scotsburn				Western Pictou County			
	Long Form Census 2006		NHS 2011		Long Form Census 2006		NHS 2011		Long Form Census 2006		NHS 2011		Long Form Census 2006		NHS 2011	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total - Economic families</b>	1,554				741				1,058				3,353			
Low income	147	9.5%			37	5.0%			82	7.8%			267	8.0%		
Not low income	1,407	90.5%			704	95.0%			976	92.2%			3,086	92.0%		
<b>Total - Unattached individuals 15 years and over</b>	729				326				295				1,350			
Low income	271	37.1%			111	34.2%			94	31.8%			476	35.2%		
Not low income	458	62.9%			215	65.8%			201	68.2%			874	64.8%		
<b>Total - Population in private households</b>	5,364		4,982		2,398		2,384		3,326		3,386		11,088		10,752	
Low income	703	13.1%	810	16.3%	252	10.5%	387	16.2%	317	9.5%	323	9.5%	1,271	11.5%	1,496	13.9%
Not low income	4,661	86.9%	4,172	83.7%	2,146	89.5%	1,997	83.8%	3,009	90.5%	3,063	90.5%	9,817	88.5%	9,119	84.8%

### 10.3 Household Expenditures

Table 10.3 shows the annual spending by household. Spending was based on the average household income in each community and the spending profile of households in Nova Scotia by income level.

**Table 10.3 – Household Spending (2011\$)**

Household Spending (2011\$)				
	Community:			Western Pictou County
	Pictou	River John	Scotsburn	
<b>Total expenditure</b>	<b>\$ 129,183,936</b>	<b>\$ 62,584,760</b>	<b>\$ 98,735,034</b>	<b>\$ 290,503,730</b>
<b>Total current consumption</b>	<b>\$ 104,468,818</b>	<b>\$ 46,182,200</b>	<b>\$ 72,858,010</b>	<b>\$ 223,509,028</b>
Food expenditures	\$ 14,440,784	\$ 6,906,259	\$ 10,895,460	\$ 32,242,503
Shelter	\$ 27,223,713	\$ 10,930,366	\$ 17,243,976	\$ 55,398,055
Household operations	\$ 9,382,147	\$ 3,714,860	\$ 5,860,641	\$ 18,957,648
Household furnishings and equipment	\$ 5,063,000	\$ 1,476,129	\$ 2,328,772	\$ 8,867,901
Clothing and accessories	\$ 5,510,184	\$ 2,485,661	\$ 3,921,432	\$ 11,917,277
Transportation	\$ 21,209,629	\$ 11,212,350	\$ 17,688,839	\$ 50,110,817
Health care	\$ 5,045,549	\$ 1,831,335	\$ 2,889,152	\$ 9,766,036
Personal care	\$ 1,841,091	\$ 930,857	\$ 1,468,540	\$ 4,240,488
Recreation	\$ 5,361,850	\$ 2,832,298	\$ 4,468,294	\$ 12,662,442
Education	\$ 2,043,960	\$ 1,029,785	\$ 1,624,611	\$ 4,698,356
Reading materials and other printed matter	\$ 475,542	\$ 112,509	\$ 177,497	\$ 765,548
Tobacco products and alcoholic beverages	\$ 2,757,274	\$ 1,557,920	\$ 2,457,807	\$ 6,773,001
Games of chance	\$ 1,570,599	\$ 135,200	\$ 213,295	\$ 1,919,093
Miscellaneous expenditures	\$ 2,541,316	\$ 1,026,669	\$ 1,619,695	\$ 5,187,680
<u>Income taxes</u>	<u>\$ 14,630,564</u>	<u>\$ 10,490,254</u>	<u>\$ 16,549,645</u>	<u>\$ 41,670,464</u>
<u>Personal insurance payments and pension contributions</u>	<u>\$ 6,524,529</u>	<u>\$ 4,402,682</u>	<u>\$ 6,945,763</u>	<u>\$ 17,872,974</u>
<u>Gifts of money, support payments and charitable contributions</u>	<u>\$ 3,562,205</u>	<u>\$ 1,509,624</u>	<u>\$ 2,381,615</u>	<u>\$ 7,453,445</u>

## CHAPTER 11 EDUCATION

### 11.1 Attainment

**Table 11.1 – Educational Attainment (2011 NHS)**

Educational Attainment (2011 NHS)								
	Community of Pictou		Community of River John		Community of Scotsburn		Western Pictou County	
	#	%	#	%	#	%	#	%
<b>Total Reporting</b>								
No certificate, diploma or Degree	2,538		1,424		1,908		5,870	
High school diploma or equivalent	391	20.5%	320	16.8%	321	16.8%	1,031	17.6%
Postsecondary certificate, diploma or Degree	628	32.9%	326	17.1%	380	19.9%	1,333	22.7%
Apprenticeship or trades certificate or diploma	1,519	79.6%	779	40.8%	1,208	63.3%	3,506	59.7%
College, CEGEP or other non-university certificate or diploma	385	20.2%	232	12.2%	341	17.9%	958	16.3%
University certificate, diploma or degree	570	29.9%	372	19.5%	568	29.8%	1,510	25.7%
University certificate or diploma below bachelor level	454	23.8%	135	7.1%	265	13.9%	855	14.6%
University certificate, diploma or degree at bachelor level or above	57	3.0%	-	0.0%	-	0.0%	57	1.0%
Bachelors degree	397	20.8%	135	7.1%	265	13.9%	797	13.6%
University cert, diploma or degree above bachelor level	272	14.3%	76	4.0%	177	9.3%	525	8.9%